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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re applications of:

WILLIAM T. ROWSE ET AL.

Serial Nos.: 09/547,661  
09/547,650

Filed: April 12, 2000

For: **SYSTEM FOR PROCESSING A CUSTOMER CONCERN, and  
METHOD FOR PROCESSING A CUSTOMER CONCERN**

Attorney Docket Nos.: 200-0053 (FMC 1185 PUS)  
200-0054 (FMC 1186 PUS)

Commissioner for Patents  
United States Patent and Trademark Office  
Washington, D.C. 20231

Sir:

**DECLARATION UNDER 37 C.F.R. § 131**

I, WILLIAM T. ROWSE, do hereby declare:

1. I am an inventor of the subject matter disclosed and claimed in U.S. Patent Application Serial Nos. 09/547,661 and 09/547,650, each filed on April 12, 2000 (the "Inventions").

2. I am the President of MediaMagic Corporation, having its primary place of business at 143 Brookside Drive, Belford, NJ, 07718.

3. The Inventions were conceived prior to June 1999, the date of the "Been there, done that" with scanning technology?" reference, and the inventors worked diligently from before June 1999 through April 12, 2000 to reduce the Inventions to practice.

4. Exhibit 1 attached to this Declaration is a presentation created on April 24, 1999 generally describing the Inventions. This presentation was authored by me and confirms conception of the Inventions prior to June 1999.

**CERTIFICATE OF MAILING UNDER 37 C.F.R. § 1.8**

I hereby certify that this paper, including all enclosures referred to herein, is being deposited with the United States Postal Service as first-class mail, postage pre-paid, in an envelope addressed to: Commissioner for Patents, United States Patent and Trademark Office, Washington, D.C. 20231 on:

Aug. 27-03  
Date of Deposit

JOHN S. Le ROY  
Name of Person Signing

Signature

S/N: 09/547,461

Amy Dkt No. 200-0053 (PMC 1185 PUS)

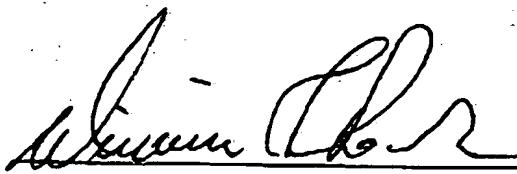
5. Exhibit 2 attached to this Declaration is a document authored during a design meeting on May 13, 1999 including my subcontractor (PECA) and one of its suppliers (COLRUD Corp.). This document includes a sketch of a unitary digital camera and scanner unit removably-cradled into a docking station.

6. Experimental embodiments of the Inventions were first piloted at various Ford Motor Company dealerships on October 4, 1999. This fact is memorialized by the "Digital Imaging Install Schedule" shown in Exhibit 3 attached to this Declaration. These experimental embodiments underwent re-engineering and were not perfected until early 2000.

7. Exhibit 4 is an excerpt from an invention disclosure prepared by the inventors on January 11, 2000.

8. Between January 11, 2000 and April 12, 2000, the inventors met with and were in regular communication with Ray Vivacqua, the patent attorney who prepared and filed the patent applications for the Inventions.

Date: AUGUST 26, 2003



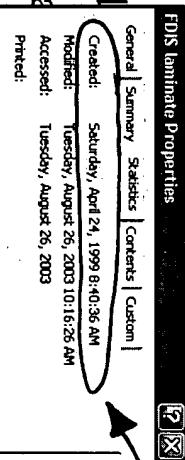
WILLIAM T. ROWSE

# Appendix 1

## Dealer Process 1

- Take camera/bar cod
- Camera settings are a
- Follow script menu
- Swipe bar code, take
- Dock camera. Down
- Review photos

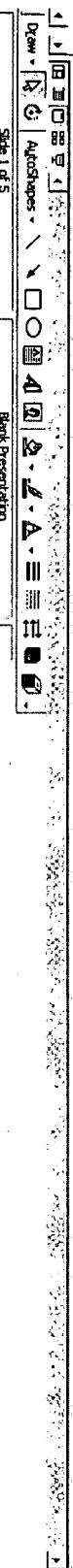
Date  
Created



Last saved by: William T. Rowse  
Revision number: 6  
Total editing time: 25 Minutes

Statistics:  
Statistic name Value  
Slides: 5  
Paragraphs: 21  
Words: 92  
Bytes: 301537  
Notes: 0  
Hidden slides: 0  
Total characters: 144

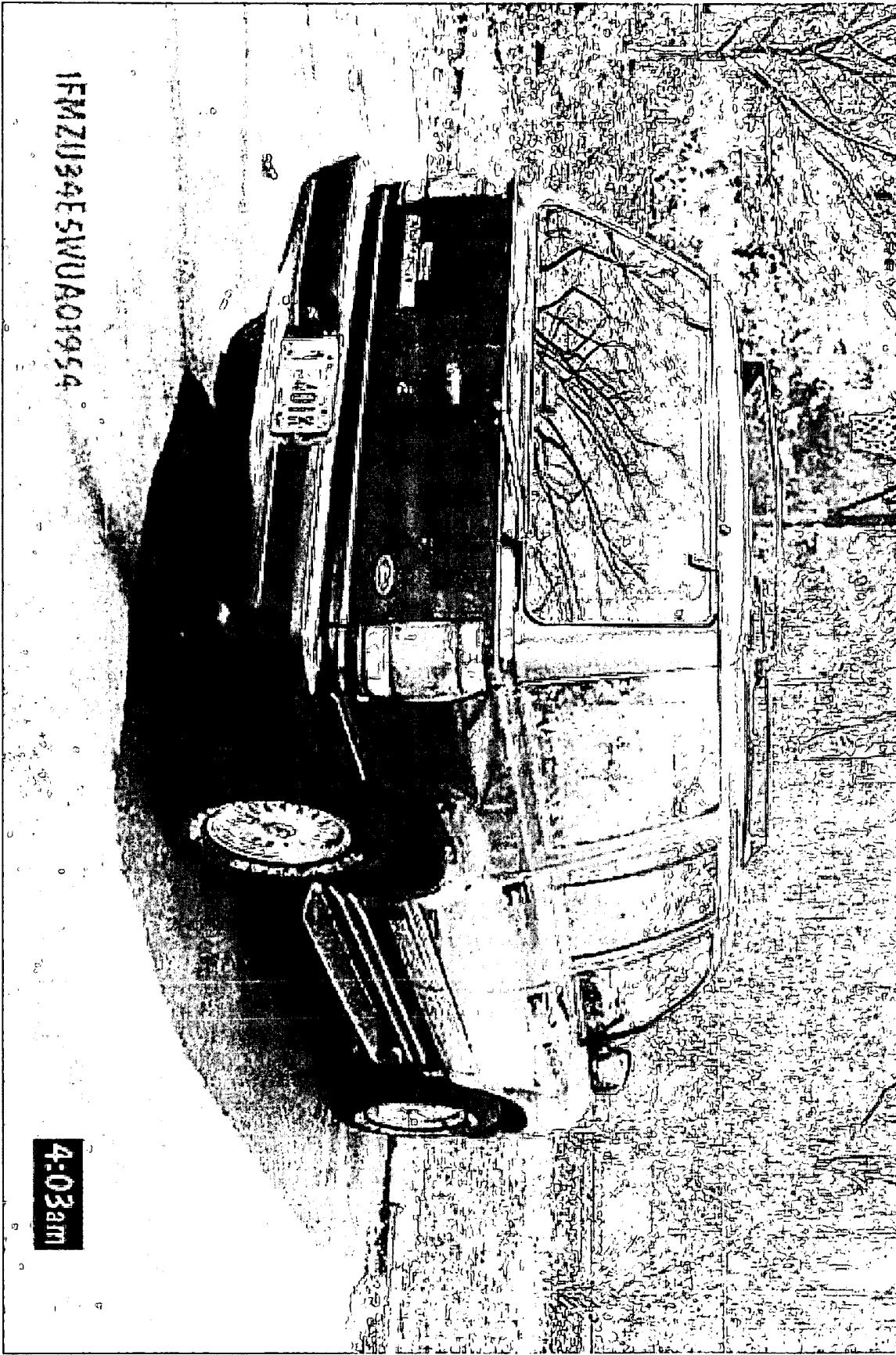
OK Cancel



# Dealer Process 1

- Take camera/bar code reader to vehicle
- Camera settings are automatic
- Follow script menu
- Swipe bar code , take photos
- Dock camera. Download is automatic
- Review photos

VIN AUTOMATICALLY WATERMARKED ON PHOTO



# Required images

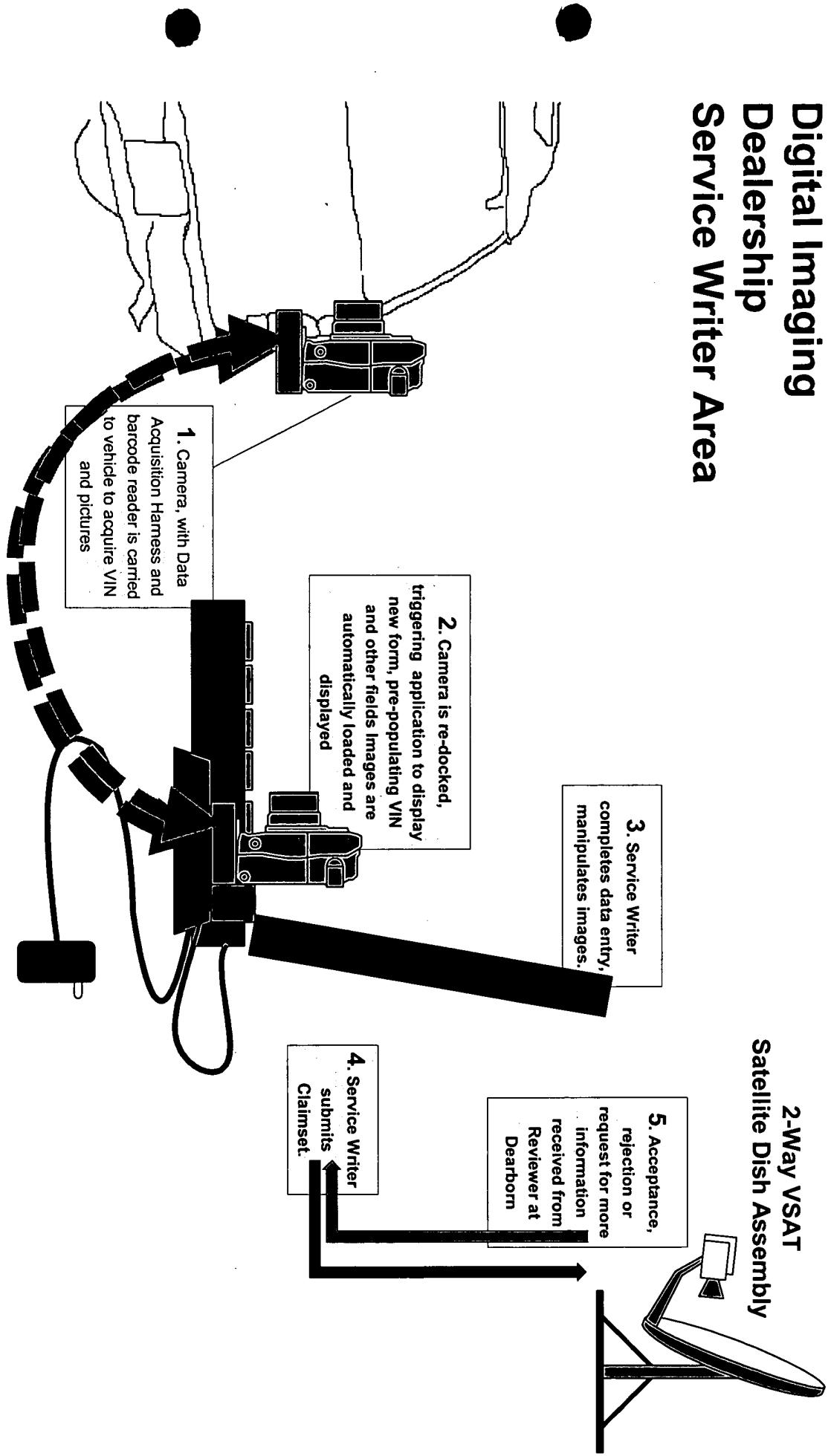
- Bar code swipe
- 3/4 view of vehicle showing readable plate number
- Readable odometer image
- Image showing area of defect
- Close up image of defect

## Dealer Process 2

- Claim form automatically appears
- VIN automatically entered
- Dealer completes claim with priority stamp
- Send
- Timestamp received in 3.5 minutes
- Priority 1 claim will go directly to Reviewer

# Digital Imaging Dealership Service Writer Area

## 2-Way VSAT Satellite Dish Assembly



# Appendix 2

**COLRUD**

CORPORATION

Date: 5-13-99

CALL ORGANIZER

Customer: PECA

Principle: WA-DCO

Person(s): RALPH

Objectives: Processor Updates

Bar Code Wand

6180 - RS-232

→ power supply?

Application?

- for ...

Fixed Mount

IT 4900 Image

- 1500 assembly / assembly

Image Engine

12/99 - Prototype

+2/00 - Production

Q4 00 - possibly support 16 bit  
doing decoding

Application Status

NA??

Thermal relay ~ 100°

ED

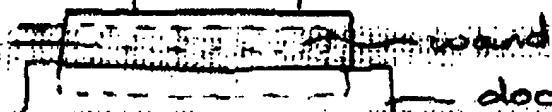
5440 SOUTH BROADWAY, PITMAN, NJ 08071

1000 MANTIC ROAD, BROWNSTOWN, VA 24000

114 ALESSANDRA COURT, SUITE 131, FREDERICK, MD 21702

Results:

Feed Motor

- digital imaging system  
○ digital camera\* all IC will be  
bought at ship

○ 6180 w/ RS-232 cable - no connector (ship &amp; spec)

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# Appendix 3

## DIGITAL IMAGING INSTITUTE

18

Notas 21

**DIGITAL IMAGING INSTALL SCHEDULE - WEEK OF OCTOBER 12, 1998**

PLA Code	Number of Sites	Scheduled Time	Destination	Address	City,	State	ZIP Code	Phone #	For/Other Dealer	FAX (PLS)	Corporate Name Used	Corporate Partner	Corporate Phone #
10628	1	9:00am	Metropolitan IMA (Metropolitan Lincoln Mercury)	6307 Preston Road	Leesville	Tennessee	37084	42119	361-944-7600		METROPOLITAN	700-325-8111	(301) 533-4120
02257	1	9:00am	PE Clinton Ford (T. B. Clinton Ford)	3715 Dannew Road	Hudson	Ohio	44236	130-334-3919	X	FAX-01337	TECLARKE	716-781-7581	
04664	2	11:00am	Justice Ford Justice Service Center	169 E. Jefferson Blvd.	Midvale	Utah	84046	219-239-1961			JORDAN	389-8718	(419) 311-2617
			Acadia Body Shop Service Center Names To Be Added to System:	Vickie Anderson Jim Thompson John Chapman	Mark Ziemer								

TUESDAY, OCTOBER 12, 1998

THURSDAY, OCTOBER 14, 1998

Bill Images	42116	130-334-3919	X	FAX-01337	TECLARKE	716-781-7581

# Appendix 4

## Detailed description of Ford Digital Imaging System

### Overview

The DI system involves a process whereby a dealer service writer takes pictures of customer concerns regarding a vehicle under warranty, enters relevant data on to an electronic claim form and sends the resulting images and text via satellite to one of a number of expert claim reviewers. After examination, the reviewer processes the claim and sends the results back to the originator. The completed claim is automatically archived and if required passed to the manufacturing organization so as to speed up any correction process.

The system provides a real time and automated means of processing warranty claims.

The DI system comprises custom hardware and software. It employs digital camera technology and integrated bar code scanning, software to automatically download images with watermarked VIN detail, automatically populate the majority of information fields in a claim form, and provide real time transmission and delivery to a centrally networked group of Ford reviewers. The reviewers can access the claim and process it such that the overall time is less than 10 minutes.

This enables Ford to provide warranty assistance to customers *while they wait.*

### Hardware

#### Digital camera assembly

The digital camera with integrated bar code scanner has the following attributes:

1. Base attachment which houses 6 AA rechargeable batteries, bar code scan engine and lens with custom data interface assembly, USB and charge indicator lights and a series of pin connectors to interface the whole assembly with a docking station.
2. Custom software scripts which reside on the camera floppy disk which provide for automatic watermarking of scanned VIN information on each image and the automatic writing of VIN information on an electronic claim form. Other features such as pro-active status interrogation of the camera assembly and automatic reset of camera parameters (settings) are provided using scripts.

#### Docking Station assembly

The docking station assembly has the following attributes:

1. Spring loaded connector set for interface with camera assembly.
2. Intelligent charger sub-assembly for correct testing and charging of batteries when camera assembly is docked.
3. Custom sensor sub-assembly to ensure power shut down when application not active.
4. USB and serial interfaces to camera assembly.
5. Internal power distribution strip.
6. External interface panel for:
  - ♦ Satellite connection